

Goodwin's Weekly.

Vol X.

SALT LAKE CITY, UTAH, JANUARY 19, 1907.

No. 11.

The Great Ship "Advance" Is Coming To Greater Salt Lake.

"What can you do in Salt Lake?" And you are a merchant! Why look around for a minute and mark what is coming!

Three millions of dollars are going to be expended this year on new freight and passenger depots.

That is Item No. 1. Three millions more are going to be expended by one man on some sky scrapers.

That is Item No. 2. As much more will be expended in other buildings.

That is Item No. 3. The street car and power company is now perfecting arrangements to expend two and a half millions more.

That is Item No. 4. A road direct to Deep Creek and Ely s to be built which means an expenditure of quite two millions more. That is Item No. 5. Do you notice that the chief factors in all these expenditures will be labor and the absorption of home material? If half the amount goes to labor and home material, how many men will be required for the work?

These laborers will have to have places to eat and sleep, will they not?

And they will all have to be provided with food and clothing, will they not?

Very many of them will have families and the families will necessarily have not only food and clothing, but homes and school houses, will they not?

As a rule working men spend their money about as fast as they earn it. What will happen when 10,000 new working men are receiving from \$20,000 to \$40,000 per day here?

Behind every vitalizing influence that is beginning to have its effect here, are the mines.

And this year when the reduction works now under construction are completed, 10,000 new workers in the mines will be needed.

That will require still more food, clothing, household furniture, homes, and more food and coal trains on the railroads, will it not?

To supply this army of workers another army of men will be needed, will there not?

"What can a live merchant do?" What can he not do?

For lo! While most people do not realize it yet, the beginning of a recreation of Salt Lake City is about due.

Since last April San Francisco has had more than 50,000 workers constantly clearing away the debris left by the earthquake and the fire. Well, there is to be a new city built here; think what will have to be brought in?

God made the world, but He left to the strong arms of labor the work of changing it; the work of fitting it for the abode of enlightened beings.

God made the site of Salt Lake City. He spread out the valley before it; upreared the mountains behind it; gathered the waters of the beautiful lake within their shores; caused the fountains of his sunbeams to pour out their glories perpetually upon it; established the healing springs within its boundaries for the uses of men; caused a silver river to flow past it; gave it dawns and sunsets to paint pictures of everlasting glory upon mountain and valley, and then left it for man to perfect with his handiwork and make a city like the New Jerusalem to glisten here in increasing splendor through the ebb and the flow of the years.

The first comers were poor. They did what they could. It was a struggle to live much less to spend time and money on useless adornments.

They did what they could. They built rude houses; they planted trees; they made gardens; they planted the seeds of simple flowers and saw them spring up, and, catching glories from the sunbeams, they caused the desert to smile.

But now a new order has come. The rude relics are to vanish away and where they stood structures are to arise that will catch the morning and the sunset sunbeams and be turned by them to gold.

Out of the crude ore the precious grains are saved and later are wrought into forms which princesses rejoice to wear.

That is a miracle, but a greater miracle is from the crude ore to produce something which when transmuted takes form in superb structures, which are a delight to the eye and which make palaces for trade.

That is the miracle which Salt Lake City is to see wrought in this year of her life.

All the forces of labor and of machinery are to be enlisted to cause this miracle to be performed.

And the time is ripe. Men standing on the shore of the Lower Bay of New York in a foggy day, hear out at sea the hoarse whistles of approaching great steamships.

They are invisible because of the fog, but people familiar with their calls know what they are and as each one sounds its hail tell from whence they come.

"That is from Southampton and is loaded with rich goods." "That is from the Mediterranean and has a cargo of wines and fruits." "That is from Hamburg. There are plenty of bologna sausages, Swiss cheese and rare German goods on board." "That is a Brazilian steamer loaded down with coffee and sugar."

So the list is called. But out in the fog to the keen listener in Salt Lake there are familiar whistles.

This means a cargo of steel beams from St. Louis and Chicago.

This has rare hardwoods on board, hard woods and polished marble.

This has tapestry for the walls to be upreared and tiling for floors and wainscoatings.

They will begin to pull into their docks pretty soon and unload.

Then the transformation will begin. Is Salt Lake ready for it? Do the men of this city realize what is to be?

And you, the trained merchant, can you not begin to see what your opportunities are to be? Have you secured a lot and are you making arrangements to build?

The great ship "Advance," loaded to the guards, is rising and falling with the swell on which she is riding toward this port.

Her masts and sails have been in sight for a good while, now her hull is rising on the horizon and she will only stop a moment for a pilot and then pull into her pier. Her cargo is in perfect form and it is all destined for this port. Her deep signal whistle is already sounding. Are you ready to receive her?

If you are not, you will be left, for man is about to supplement what God did in the first place, and make this the Queen City between the seas.